

## RSS Feeds – Basics

By Montreal's SEO Trump Consultants Team

RSS is the acronym for Really Simple Syndication, a process that feeds articles, news, postings, links, or other information from one website's source directory to other websites that can read such feeds.

Really Simple Syndication (RSS) is an extremely useful tool for saving or retaining updated information on websites that you frequently visit. RSS utilizes an XML code which scans continuously the content or subject matter of a certain website in search for new information, then transmits the information updates by way of feeding the information to subscribers. In a way, and taken with a grain of salt, RSS is the equivalent of a dynamic web page.

As Internet surfing became an integral part of business and leisure, it became imperative to simplify the very tedious task of repeatedly returning to each website of interest to see updated content. RSS has revolutionized web-based information distribution because it virtually automates what used to be a time-consuming manual process.

In marketing, it is a known concept that the more users you reach out to, the greater the likelihood that you and your site will become better known and be visited more often. Therefore, from a web marketing and [SEM](#) point of view, RSS can be an very powerful tool of distributing information to subscribers, and of keeping that information updated, interesting and fresh - a vital requirement if web visitors are to be lured back to your site again and again.

RSS is fast complementing and often replacing email marketing and newsletters. Information distribution has been really simplified (pun fully intended) with RSS. It lets you place, via RSS reader software, your headlines, links, or articles on websites that request your information, or send them by e-mail.

RSS feeds have many uses. Some of the most popular ones are:

Notification of new product arrivals in the retail industry, for retail customers. Product updates, corporate and industry news by manufacturers or importers for distributors or wholesalers. Special offers. For organizations, associations, or large companies, notification of new newsletter issues, or the welcoming of newly registered members. New laws, rules and their applications, published by government agencies. E-mail newsletters. Weather updates or alerts. Feeds for all kinds of news, such as world news, local news, business or financial news, sports news.

The list goes on and on. The possibilities and potential RSS applications are literally endless.

The uses of feeds will continue to grow, because RSS aggregators make access to interesting and relevant information more convenient, efficient, and fun. Today, RSS feeds are indispensable public relations, marketing and information tools.

For more information, or an absolutely [free web site analysis and SEO consultation](#), we encourage you to contact us. Our [SEO experts](#) will be pleased to discuss with you how to enrich your website with fresh and interesting content which you can then distribute effectively via RSS feeds.

**This article on " RSS Feeds – Basics " is a  
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